



# COMMONWEALTH OF KENTUCKY JOB CLASS SPECIFICATION

## TOURISM MARKETING SPECIALIST I

Job Number: 20001574

Job Code: 81560V151016

Job Group: 8100 - COMMUNICATIONS AND PROMOTIONS

Job Established: 06/16/1982

Job Revised: 02/24/2006

Grade: 12 Salary (MIN - MID):

\$14,938-\$19,789 - Hourly

\$2,427.44-\$3,215.72 - 37.5 Hr. Monthly Salary

\$2,589.26-\$3,430.10 - 40 Hr. Monthly Salary

Special Entrance Rate:

NONE

NONE

NONE

### **PROBATIONARY PERIOD:**

This job has an initial and promotional probationary period of 6 months. For additional information refer to: <http://www.lrc.ky.gov/kar/101/001/325.htm>.

**CHARACTERISTICS OF THE JOB:** *Characteristics of a job are general statements indicating the level of responsibility and discretion of positions in that job classification. These are not intended to be an exhaustive list.*

Performs beginning level work in the production of tourism advertising and/or travel promotion material for the Commonwealth; and performs other duties as required.

### **MINIMUM REQUIREMENTS:**

#### **EDUCATION:**

Graduate of a college or university with a bachelor's degree.

#### **EXPERIENCE:**

NONE

#### **Substitute EDUCATION for EXPERIENCE:**

NONE

#### **Substitute EXPERIENCE for EDUCATION:**

Experience in marketing, advertising sales and/or copy writing or promotional sales will substitute for the required college on a year-for-year basis.

#### **SPECIAL REQUIREMENTS (AGE, LICENSURE, REGULATION, ETC.):**

NONE

**EXAMPLES OF DUTIES OR RESPONSIBILITIES OF THE JOB CLASSIFICATION:** *Examples of duties or responsibilities are not to be construed as describing what the duties or responsibilities of any position shall be and are not to be construed as limiting the appointing authority's ability to assign, or otherwise alter the duties and responsibilities of a position. This is not intended to be an exhaustive list.*

Writes promotional copy to carry out marketing themes for tourism and travel promotion literature. Travels to various areas of the Commonwealth to facilitate the writing of promotional materials. Suggests photographs which best illustrate the theme of the various promotional efforts. May contribute theme ideas for promotional campaigns.

**UNIQUE PHYSICAL REQUIREMENTS:**

**TYPICAL WORKING CONDITIONS:** *Incumbents in the job will typically perform their job duties under these conditions.*

Work typically involves extensive contact with the public. Travel may be required.

**ADDITIONAL REQUIREMENTS:**

Upon appointment, employees in this class may be required to maintain a valid driver's license and required to drive a licensed vehicle. This status may be necessary for the length of time in this class. If this is necessary it will be listed in the specific position description for that position. Applicants and employees in this job title may be required to submit to a drug screening test and background check. Applicants and employees in positions which perform job duties that may require contact with offenders in the custody or supervision of the Department of Corrections or with youth in the care, custody, or supervision of the Department of Juvenile Justice must meet qualifications pursuant to the federal Prison Rape Elimination Act, 28 C.F.R.115.17 and 115.317.

*THE COMMONWEALTH OF KENTUCKY DOES NOT DISCRIMINATE ON THE BASIS OF RACE, COLOR, RELIGION, SEX, NATIONAL ORIGIN, SEXUAL ORIENTATION OR GENDER IDENTITY, ANCESTRY, AGE, DISABILITY, POLITICAL AFFILIATION, GENETIC INFORMATION OR VETERAN STATUS IN ACCORDANCE WITH STATE AND FEDERAL LAWS.*